Myra Smith 4/22/98 (Nat'l Rom Meeting)

SPECIALS

RETAIL PRESENCE/MERCHANDISING

- Generic Displays
- Menu PDI
- CTS Fixture/Presence Enhancements
- Opportunistic POS/PDI
- Merchandising

51845 4746

Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

GENERIC DISPLAYS

- Budget
  - 1998: $1.0MM
  - Spent March YTD: $.3MM
- SMMO Accountabilities
  - Provide Field Sales with on-going availability of approved generic counter and floor displays to support retail programs
  - Manage inventory levels to meet departmental goals of minimizing backorders, excess inventory and optimizing turns
  - Monitor budget

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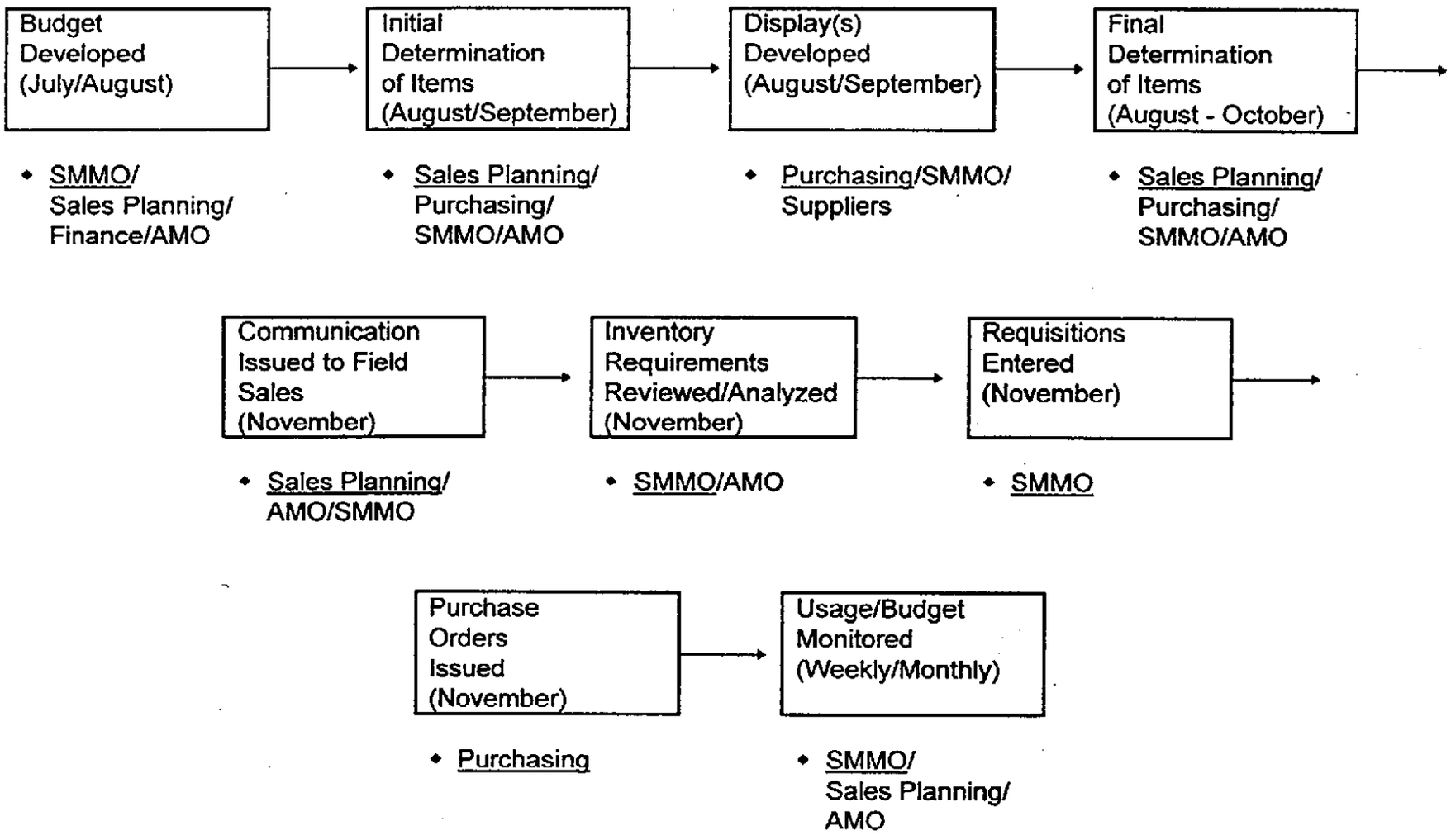
Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

GENERIC DISPLAYS
PROCESS FLOW



*_____ Primary Accountability

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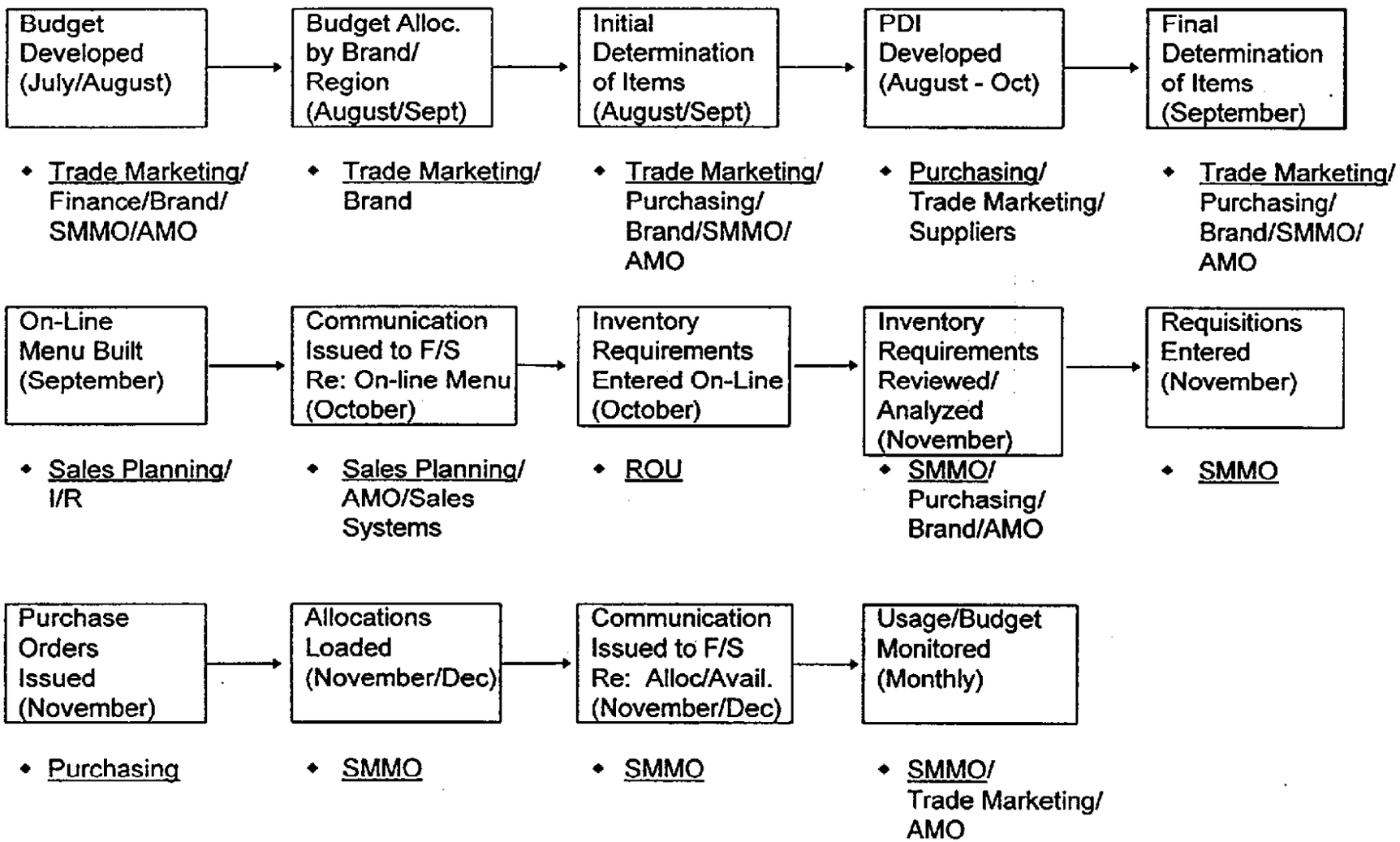
Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

MENU PDI

- Budget
  - 1998: $12.0MM
  - Wave 1: $6.0MM
  - Wave 2: $6.0MM
    - Semi-Permanent PDI
    - New World PDI
- SMMO Accountabilities
  - Determine final Purchase Order quantities and load allocations
  - Monitor and ensure delivery to meet DTS
  - Provide and review Allocation Tracking Report to ensure timely Field Sales usage
  - Manage disposition of residual inventories

Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

MENU PDI
PROCESS FLOW
(January Availability)



*_____ Primary Accountability

51845 4750

Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

CTS FIXTURE/PRESENCE ENHANCEMENTS

- Budget
  - 1998: $12.0MM
  - Spent March YTD: $2.9MM

- SMMO Accountabilities:
  - Provide Field Sales with on-going availability of approved CTS Enhancement materials.
  - Manage inventory levels to meet departmental goals of minimizing backorders, excess inventory and optimizing turns.
  - Monitor budget

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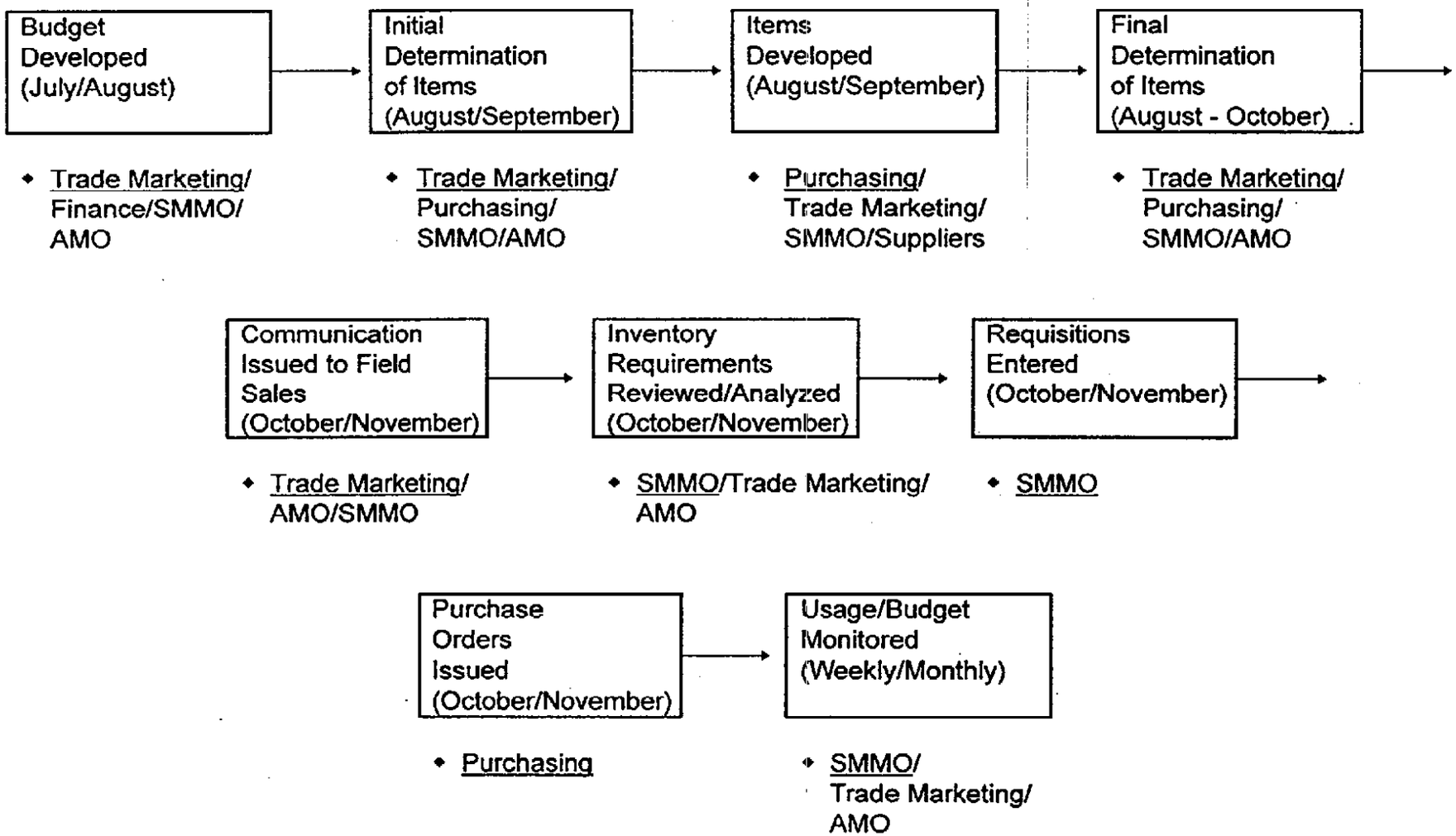
Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

CTS FIXTURE/PRESENCE ENHANCEMENTS PROCESS FLOW



*_____ Primary Accountability

51845 4752

Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

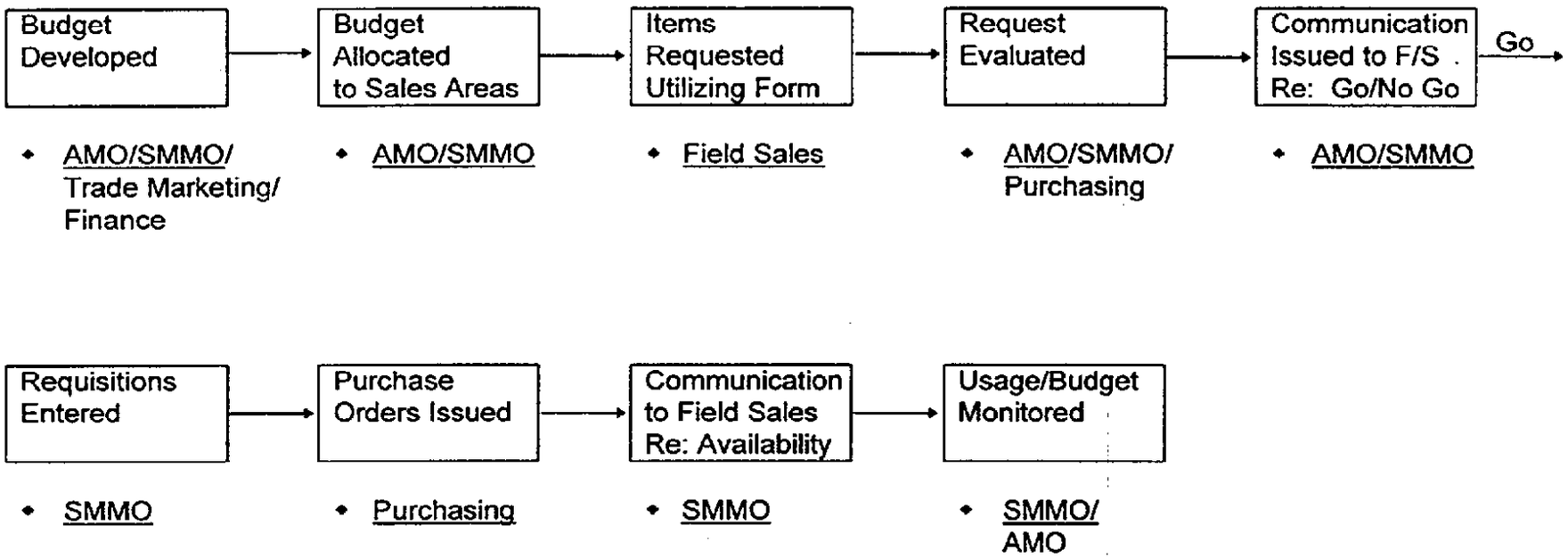
OPPORTUNISTIC POS/PDI

- Budget
  - 1998: $.8MM ($.2MM per Sales Area)
  - Spent March YTD: $.1MM

- SMMO Accountabilities
  - Provide Field Sales with custom POS/PDI for chain specific programs or other unique needs
  - Provide creative direction for new items or advise availability of existing items
  - Review inventory to ensure timely Field Sales usage.
  - Monitor budget.

Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

OPPORTUNISTIC POS/PDI PROCESS FLOW



*_____ Primary Accountability

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Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

F3Fill - POS/PDI Special Request Form

SPECIAL POS / PDI REQUEST FORM

Requesting RJR Manager _____ Date _____

Region Number _____ Voice Mail Number _____

Store / Chain Name _____ No. of Stores _____

Requesting (Check One) ☐ Produced POS / PDI ☐ Digital Art Mechanical Only

Is this an existing item? ☐ No ☐ Yes Or a new item? ☐ No ☐ Yes Due Date Required _____

Description of Request (Give as much detail as possible)

_____

_____

_____

_____

_____

_____

Drawing of Request (Attach separate drawing if necessary and sample if available):

Exact Size: _____" (H) _____" (W)

Size excluding dead areas: _____" (H) _____" (W)

Identify Dead Areas (Hidden by frames, etc) _____" (Top) _____" (Bottom) _____" (Sides)

Quantity Requested _____ SKU Pack _____

Ship To Location (If this request is to be warehoused by RJR, please write RJR in the name area)

Name _____

Address _____

City _____ State _____ Zip Code _____

Attention _____

Complete the below information only if art is being requested for local production:

Store / Chain Contact Name _____ Phone _____

Printer / Supplier Contact Name _____ Phone _____

After approval by Region Sales Manager, e-mail or fax form to your Area Manager of Operations.
Allow a minimum of 6 to 8 weeks for special requests.

RSM Approval _____ Date _____

AMO Approval _____ Date _____

TO BE COMPLETED BY WINSTON-SALEM			
DATE REQUEST RECEIVED	REQUISITION DATE	ITEM NO. ASSIGNED	SKU PACK
WAREHOUSE			PO NUMBER ASSIGNED
SUPPLIER ASSIGNED			DUE DATE IN WAREHOUSE
PROJECT ESTIMATED COST	PROJECT ACTUAL COST		GL CODE ASSIGNED

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RJRT Form 3018 - WMI 12/5/97

Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

SPECIAL POS/PDI REQUEST GUIDELINES

1. Field Sales will not alter existing pieces of POS/PDI in any manner. This includes cutting or reducing in size and taping or connecting two pieces in a side by side manner.

   Example: Two Posters taped together side by side with no separation requires a larger warning statement. Such an application requires at least ¼" of separation between items.

2. Field Sales will not contract with local printers/suppliers to produce custom pieces of POS/PDI without prior approval from Winston-Salem.

3. Field Sales will not provide retail accounts and chain headquarters locations any existing piece of POS/PDI for the purpose of duplication or modification.

4. Retail Accounts/Chains can produce their own cigarette promotional POS/PDI without RJR assistance or guidance in any manner. If assistance is requested, you must adhere to the guidelines outlined in this document.

5. All special requests for POS/PDI must be made in writing to Winston-Salem using the special POS/PDI Form.

6. Special POS/PDI Request Forms should be sent to your AMO in Winston-Salem.

7. RJR prefers to produce all special requests using established printers/suppliers who are familiar with all legal requirements.

8. In special situations, Winston-Salem will provide finished art to be used by chain suppliers to produce custom POS/PDI.

9. RJR will not provide component art to be used by chain suppliers as they see fit; i.e., Camel Bent Logo or Beast Only.

10. All finished art provided to chain suppliers must be used exactly for the specific item the art was designed for. Under no circumstances, should finished art be resized or modified.

11. Special Requests for POS/PDI will only be prepared using the Brands National PDI look.

12. All telephone inquiries regarding special POS/PDI should be made to your AMO. There should not be any direct contact with Marketing, Purchasing or other Departments in Winston-Salem, unless directed.

13. All Special Requests must have a lead-time of six to eight weeks.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000

R.J. Reynolds Tobacco Company

SAMPLE LETTER THAT WILL ACCOMPANY ALL ART SENT TO FIELD SALES

DATE: _____

TO: _____

The enclosed mechanical artwork complies with the legal requirement for the correct Surgeon General's Warning Statement and "tar" and nicotine copy required for the Temporary or Permanent POS item described.

Under no circumstances are you to resize, alter any copy or graphic elements (except in "price" area), change colors, or omit copy without prior approval from R.J. Reynolds Tobacco Company.

The Surgeon General's Warning Statement is a live digital art file and does print as included in the mechanical file. The area inside the Surgeon General's Warning ruled box must remain white, with rule and type printing black. It cannot be altered, recreated, resized or moved from the position in which it appears. The dashed line outside the ruled Surgeon General's Warning Statement does not print, but represents the dead area in which color, but no graphic or copy may appear.

The "tar" and nicotine copy, if supplied, cannot be altered, produced in a substitute font, resized or moved from the position in which it appears.

If this mechanical contains an ¼" advertising break line, which is included to separate "advertising areas" from "non-advertising" areas, this advertising break line does print and cannot be reduced, enlarged, deleted or moved from the position in which it appears.

If you have any questions, please contact (Agency Contact - Telephone Number).

Enclosed please find the following materials:

1. _____
2. _____
3. _____
4. _____

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Source: https://www.industrydocuments.ucsf.edu/docs/gmyy0000